

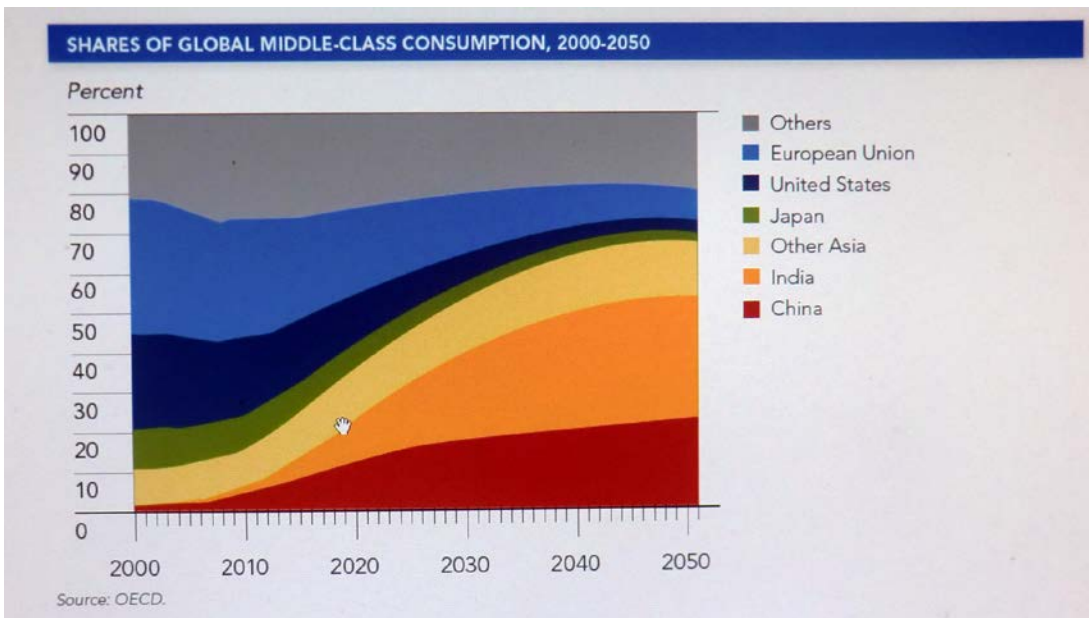
**Testimony for hearing on HB 3232
3/18/12
By Dave Porter**

**Adding
“Educating for Exports Program”
To the Strategic Initiatives of the
Oregon Education Investment Board**

Chairperson Gelser and members of the House Education Committee

In this era of globalization, with rapidly growing, large economies abroad, Oregon’s best business opportunities and its best prospects for sustained economic growth are abroad. Unfortunately, Oregon now has neither a workforce with the skills nor an education system teaching the skills needed to develop, produce and sell Oregon good and services abroad. This needs to change and, with this relatively small adjustment to the Oregon Education Investment Board’s strategic initiatives, you can begin the change process.

The following chart from the 2013 National Intelligence Council’s report “Global Trends 2030: Alternative Worlds” highlights the opportunities and challenges before Oregon.



First, note the shrinking of US middle-class consumption as a percentage of total global middle-class consumption. Second, note the growth of both China’s and India’s middle-class consumption as a percentage of total global middle-class consumption. This is the underlying economic dynamics to which I am asking you to respond. Oregon needs to develop a workforce with the skills to sell in these growing middle-class markets abroad. To that end I urge you to make the following changes in HB 3232:

Add a whereas that states “Whereas Oregon’s best future opportunities for economic growth are abroad.”

Add to Section 1. (The Oregon Education Investment Board shall design and implement programs that make strategic investments to:)

“(k) Prepare graduates to develop, produce and sell more Oregon goods and services abroad.”

Add to Section 2. (The board shall establish the following programs to encourage and monitor strategic investments:)

“(d) The Educating for Exports Program, as established in Section 11 of this 2013 Act.”

Add a Section 11 (or renumber appropriately):

“Section 11. (1) The Oregon Education Investment Board shall establish the Educating for Exports Program to:

- (a) Increase the number of Oregon graduates at all levels who are fluent in foreign languages critical for Oregon’s economic future.
- (b) Increase the number of Oregon students at the high school level and above who are studying abroad in countries critical for Oregon’s future economic growth.
- (c) Increase other educational programs that prepare Oregon students to develop, produce and sell Oregon goods and services abroad.

(2) To accomplish the purposes of the Educating for Exports Program, the Oregon Education Investment Board shall distribute moneys for strategic investments that advance at least one of the following missions:

- (a) Support the development of dual language immersion programs in foreign languages critical for Oregon’s economic future.
- (b) Support the development of high school, community college or university study abroad programs in countries or economic markets critical for Oregon’s economic future.”

Thank You.

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